

Message Text

UNCLASSIFIED

PAGE 01 BONN 09265 221006Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----076465 221221Z /64

R 220956Z MAY 78
FM AMEMBASSY BONN
TO USDOC WASHDC
INFO AMCONSUL AMSTERDAM
AMEMBASSY BERN
AMCONSUL HAMBURG
AMEMBASSY THE HAGUE
AMCONSUL ZURICH
SECSTATE WASHDC 8723

UNCLAS BONN 09265

E.O. 11652: N/A
TAGS: BEXP, GW
SUBJECT: AMERICAN FOOTWEAR EXPORT PROGRAM: A U.S.
FOOTWEAR VIDEO BOUTIQUE

REF: USDOC 09190 (A) STATE 277571 (B) STATE 65524
(C) STATE 78081

AMCONGEN HAMBURG HAS INTERVIEWED SEVERAL MAJOR SHOE
WHOLESALEERS AND RETAILERS AS WELL AS THE PRESIDENT OF
SHOE WHOLESALEERS ASSOCIATION AND RECEIVED VERY NEGATIVE
RESPONSE FROM ALL.

FOLLOWING ARE THE VIEWS OF THE SHOE WHOLESALEERS
PRESIDENT WHICH IN SUBSTANCE ALSO REPRESENT THE
REACTION OF ALL OTHERS INTERVIEWED.

HE SAID THE U.S. FOOTWEAR VIDEO BOUTIQUE WOULD BE A
WASTE OF MONEY. HE DOUBTED IF MORE THAN 3 TO 4 PEOPLE
WOULD BE ATTRACTED. HE SAID THAT CATALOGUES WERE USE-
LESS IN SELLING SHOES AS ONE COULD NOT JUDGE THE
QUALITY OF WORKMANSHIP FROM THEM. ALSO, HE SAID 2
SAMPLE PAIR OF SHOES FROM EACH FIRM WERE NOT REPRESENTATIVE.
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SENTATIVE ENOUGH. HE SAID THE ONLY PRACTICAL WAY TO
THE GERMAN MARKET OTHER THAN TO HAVE
SALESMEN MAKE PERSONAL CALLS WITH A FULL SAMPLE LINE
WOULD BE TO EXHIBIT AT THE DUESSELDORF SHOE FAIR.

IN VIEW OF THE ABOVE REACTION WE CAN NOT RECOMMEND
VIDEO PROMOTION IN GERMANY.

STOESSEL

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NNN

Message Attributes

Automatic Decaptioning: X
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Draft Date: 22 may 1978
Decaption Date: 01 jan 1960
Decaption Note:
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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
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Expiration:
Film Number: D780215-0251
Format: TEL
From: BONN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780535/aaaabdbk.tel
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Litigation Codes:
Litigation History:
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Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
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